



WEWS

# ORDER

Flight Dates **10/28/12-11/06/12**

Contract / Revision      **312987 /**  
Original Date / Revision  
                          09/27/12    10/18/12  
Advertiser **McGee Brown / Democrat / C**

Agency    **AKPD Message and Media**  
Buying Contact

**730 N Franklin - Suite #404**  
**Chicago, IL 60654-0174**

Product  
**Supreme Court Justice 10.28 to 11.**

Agency Com    15%  
Billing Contact

**730 N Franklin - Suite #404**  
**Chicago, IL 60654-0174**

Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref    2

Order Sep            00:20:00

Estimate #  
Alt Order #

Billing Type        Cash  
Order Type        GENERAL  
Billing Cycle       EOM/EOC  
Billing Calendar   BROADCAST

Demographic      A35+  
Rev Codes          POL            POL            CAND  
Product Codes    PL  
Priority               P-2  
Advertiser Ref

Primary Account Executive  
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 181550

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	53	\$154,317.50	\$181,550.00	0.00
<b>Totals</b>	<b>53</b>	<b>\$154,317.50</b>	<b>\$181,550.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	53	\$154,317.50	\$181,550.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/28/12	11/06/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	2	\$650.00	P-2	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					2	\$650.00		0.00			
Week:		11/05/12	11/11/12	MT-----					1	\$650.00		0.00			
N 2	WEWS	10/28/12	11/06/12		CM	7-9a	MTWTF--	:30	3	\$700.00	P-2	0.00	NM	5	\$4,000.00



**WEWS**

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Contract / Revision      **312987**      Flight Dates **10/28/12-11/06/12**

Hiatus Dates

Original Date / Revision    09/27/12/   10/18/12

Order Sep    00:20:00

Advertiser    **McGee Brown / Democrat /**    Product **Supreme Court Justice 10.2** Estimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F GMA 7-9a											
				M-F GMA 7-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
Week:		10/29/12	11/04/12	MTWTF--	3		\$700.00		0.00						
Week:		11/05/12	11/11/12	MT-----	2		\$700.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	WEWS	11/05/12-11/11/12		M-F GMA 7-9a		7-9a	MT-----	:30		\$950.00		0.00	NM		
5	WEWS	11/05/12-11/11/12		M-F GMA 7-9a		7-9a	MT-----	:30		\$950.00		0.00	NM		
N 3	WEWS	10/28/12	11/06/12	SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$900.00
				SA GMA 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
Week:		10/29/12	11/04/12	-----S-	1		\$700.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WEWS	10/29/12-11/04/12		SA GMA 8-9a		8-9a	-----Sa--	:30		<del>(\$700.00)</del>		0.00	NM		
				See MG 3.2,3.3											
				[N/A ON ENTRY]											
2	WEWS	10/29/12-11/04/12		SU GMA 8-9A		8-9a	-----Su	:30		<del>(\$900.00)</del>		0.00	NM		
				Ⓜ Credited											
3	WEWS	10/29/12-11/04/12		SA GMA 8-9a		8-9a	-----Sa--	:30		\$900.00		0.00	NM		
				Ⓜ MG for 4.1,3.1											
Week:		11/05/12	11/11/12	-----	0		\$0.00		0.00						
N 5	WEWS	10/28/12	11/06/12	M-F 11-12p	CM	11a-12p	MTWTF--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				M-F 11-12p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
Week:		10/29/12	11/04/12	MTWTF--	1		\$1,200.00		0.00						
Week:		11/05/12	11/11/12	-----	0		\$0.00		0.00						
N 6	WEWS	10/28/12	11/06/12	M-F 12-1230pm News	CM	12-1p	MTWTF--	:30	2	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
				12-1230p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
Week:		10/29/12	11/04/12	MTWTF--	2		\$1,000.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$1,000.00		0.00						
N 7	WEWS	10/28/12	11/06/12	M-F 2-3p	CM	2-3p	MTWTF--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,600.00
				2-3pm General Hospital											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
Week:		10/29/12	11/04/12	-----	0		\$0.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$1,600.00		0.00						
N 8	WEWS	10/28/12	11/06/12	M-F 3-4P Katie	CM	3-4p	MTWTF--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
				M-F 3-4p Katie											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
Week:		10/29/12	11/04/12	-----	0		\$0.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$1,000.00		0.00						
N 9	WEWS	10/28/12	11/06/12	M-F 5-6p News	CM	5-6p	MTWTF--	:30	2	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
				M-F 5-6p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
Week:		10/29/12	11/04/12	MTWTF--	2		\$1,200.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$1,200.00		0.00						



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Contract / Revision      **312987**      Flight Dates **10/28/12-11/06/12**

Hiatus Dates

Original Date / Revision    09/27/12/   10/18/12

Order Sep    00:20:00

Advertiser    **McGee Brown / Democrat /**    Product **Supreme Court Justice 10.2** Estimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 10	WEWS	10/28/12	11/06/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	\$1,800.00	P-2	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
Week:		10/29/12	11/04/12	MTWTF--	3		\$1,800.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$1,800.00		0.00						
N 11	WEWS	10/28/12	11/06/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30	1	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
Week:		10/29/12	11/04/12	MTWTF--	1		\$2,500.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$2,500.00		0.00						
N 12	WEWS	10/28/12	11/06/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
Week:		10/29/12	11/04/12	MTWTF--	1		\$1,200.00		0.00						
Week:		11/05/12	11/11/12	M-----	0		\$0.00		0.00						
N 13	WEWS	10/28/12	11/06/12	M-SU 11-1135P Late News M-SU 11-1135P Late New	CM	11-1135p	MTWTF--	:30	3	\$2,400.00	P-2	0.00	NM	4	\$9,600.00
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
Week:		10/29/12	11/04/12	MTWTF--	3		\$2,400.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$2,400.00		0.00						
N 14	WEWS	10/28/12	11/06/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	\$1,600.00	P-1	0.00	NM	4	\$6,400.00
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
Week:		10/29/12	11/04/12	MTWTF--	3		\$1,600.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$1,600.00		0.00						
N 15	WEWS	10/28/12	11/06/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	1	\$18,000.00	P-2	0.00	NM	2	\$36,000.00
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
Week:		10/29/12	11/04/12	M-----	1		\$18,000.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$18,000.00		0.00						
N 16	WEWS	10/28/12	11/06/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	1	\$14,000.00	P-2	0.00	NM	2	\$32,000.00
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
Week:		10/29/12	11/04/12	M-----	1		\$14,000.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$14,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
2	WEWS	11/05/12-11/11/12		Monday Prime C	10-11p		M-----	:30	\$18,000.00		0.00	NM			
N 17	WEWS	10/28/12	11/06/12	Tuesday Prime A Tuesday Prime A	CM	8-9p	-T-----	:30	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
Week:		10/29/12	11/04/12	-T-----	1		\$18,000.00		0.00						
Week:		11/05/12	11/11/12	-----	0		\$0.00		0.00						
N 18	WEWS	10/28/12	11/06/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
Week:		10/29/12	11/04/12	-T-----	1		\$10,000.00		0.00						
Week:		11/05/12	11/11/12	-----	0		\$0.00		0.00						



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Contract / Revision **312987** Flight Dates **10/28/12-11/06/12**

Hiatus Dates

Original Date / Revision 09/27/12/ 10/18/12

Order Sep 00:20:00

Advertiser **McGee Brown / Democrat /** Product **Supreme Court Justice 10.2** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N18	WEWS	10/28/12	11/06/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00			
Week:		10/29/12	11/04/12	-T-----					1	\$10,000.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N19	WEWS	10/28/12	11/06/12	Wednesday Prime C Wednesday Prime C	CM	10-11p	--W----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00			
Week:		10/29/12	11/04/12	--W----					1	\$6,000.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N20	WEWS	10/28/12	11/06/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00			
Week:		10/29/12	11/04/12	-----S					1	\$8,000.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N21	WEWS	10/28/12	11/06/12	Country Music Awards Country Music Awards	CM	8-11p	---T---	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00			
Week:		10/29/12	11/04/12	---T---					1	\$8,000.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N22	WEWS	10/28/12	11/06/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00			
Week:		10/29/12	11/04/12	----F--					1	\$5,000.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N23	WEWS	10/28/12	11/06/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					2	\$1,000.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N24	WEWS	10/28/12	11/06/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					3	\$1,200.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N25	WEWS	10/28/12	11/06/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					3	\$1,000.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N26	WEWS	10/28/12	11/06/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00			
Week:		10/29/12	11/04/12	MTWTFSS					1	\$2,400.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			



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Order Sep   00:20:00

Advertiser   **McGee Brown / Democrat /**   Product **Supreme Court Justice 10.2** Estimate #

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N26	WEWS	10/28/12	11/06/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00	
N27	WEWS	10/28/12	11/06/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 10/22/12		10/22/12	10/28/12	-----	0		\$0.00		0.00							
Week: 10/29/12		10/29/12	11/04/12	-----S	1		\$900.00		0.00							
Week: 11/05/12		11/05/12	11/11/12	-----	0		\$0.00		0.00							
														Totals	53	\$181,550.00